Semarchy

HANDLING THE HEALTHCARE OF TOMORROW:
ADVANCING INNOVATION, UNDERSTANDING, AND CARE

A unique sector, dominating data share

Did you know healthcare generates roughly 36% of the world's data?

As one of the largest and most vital global industries, healthcare protects public health, drives medical innovation, and anchors economic resilience, all while operating under some of the strictest regulations. From hospitals and insurers to pharmaceutical companies and R&D labs, organizations rely on accurate, accessible, and compliant data to deliver effective care, maintain trust, and power innovation.

Behind every data point is a human story, a patient whose safety depends on timely, reliable information. Managing this data, especially patient and provider records, remains complex. The volume alone introduces significant risks of costly errors, compliance issues, and inefficiencies. Outdated data management practices waste time and resources, undermining decisions and outcomes.

Today's healthcare data spans biometric readings, genetic profiles, treatment histories, and lifestyle insights. When integrated, it creates a real-time, holistic view of each patient—key to personalized, high-quality care. Yet siloed systems, poor governance, and legacy tech often block this potential.

As digital interactions grow and expectations rise, unified, intelligent data management is critical. Success demands more than compliance—it requires agility, precision, and trusted data to enable smarter decisions, faster research, and better outcomes.

Solving the patient-data dilemma

At the heart of every healthcare interaction is the patient—and delivering safe, timely, effective care depends on the ability to access and trust the data that surrounds them.

Yet healthcare providers face mounting challenges in managing the vast, sensitive, and fast-growing volumes of patient data. Records are often incomplete, scattered across disconnected systems, and riddled with inconsistencies, raising the risk of clinical errors and compromising patient safety.

Patient master data plays a critical role in addressing this complexity. It enables providers to track a patient's history accurately, even from the very first interaction—when formal identification or prior records may be unavailable. But integration is no easy task. The healthcare ecosystem generates data from a wide range of sources—clinical and administrative systems, imaging platforms, and even patient-generated inputs. The result is a fragmented landscape that's difficult to unify and govern.

Adding to the challenge are privacy risks, evolving regulations, low data literacy, and siloed operations. Ensuring the right people have timely access to the right data—without compromising security—is a constant balancing act. In this environment, robust data governance and unified patient master data are not just operational needs—they're foundational to safer care and better outcomes.

36%
OF GLOBAL DATA IS
FROM HEALTHCARE

Powering providers sector-wide

In a sector built on trust, accuracy, and accountability, provider data is foundational.

Healthcare organizations depend on clean, connected records to verify credentials, track affiliations and licensing, process claims accurately, and stay compliant with ever-evolving regulations. Inaccurate or outdated provider data can lead to costly claim denials, regulatory setbacks, and erosion of patient trust. For hospitals and insurers, robust credentialing systems are essential to operational integrity. Meanwhile, pharmaceutical companies and R&D clinics rely heavily on provider master data to manage sales teams, align activities across global markets, and maintain compliance.

Harmonizing product data for better outcomes

In healthcare, accurate product data is essential for ensuring patient safety, regulatory compliance, and operational efficiency.

From pharmaceuticals and medical devices to over-the-counter products, managing detailed product information—such as SKUs, dosage, packaging, and regulatory status—across global markets is complex and critical. Pharma companies and R&D clinics utilize product master solutions to consolidate product information across different SKUs and international operations, particularly in mergers and acquisitions that often introduce fragmentation, duplication, and inconsistency. Product master data management helps consolidate and harmonize information, enabling traceability, reducing errors, and streamlining processes from manufacturing and logistics to recall management and regulatory reporting.

Introducing Master Data Management

Legislative momentum is accelerating the adoption of Master Data Management (MDM) across healthcare, establishing it as a strategic cornerstone of digital transformation.

By centralizing and harmonizing critical data, MDM helps healthcare organizations improve outcomes, boost efficiency, and drive innovation—while staying compliant in one of the world's most regulated industries.

Semarchy's unified data platform enables real-time, 360° views of patients, providers, products, and stakeholders, empowering teams to deliver personalized care and make faster, more informed decisions. It streamlines product lifecycle management, automates workflows, and simplifies regulatory reporting, reducing costs and risk while enhancing visibility and control.

By breaking down silos and unifying data across departments and systems, Semarchy helps healthcare providers scale smarter, optimize resources, and accelerate R&D. Whether improving patient outcomes or bringing treatments to market faster, Semarchy equips healthcare organizations with the tools they need to lead with data—securely, efficiently, and compliantly.

See why 97% of customers recommend Semarchy for healthcare data management solutions.

The challenge

Sanofi is a global healthcare leader committed to transforming medicine through scientific innovation. With over 100,000 employees, operations in 170 countries, and $35 billion in annual revenue, as the company expanded, it encountered challenges in unifying customer data across markets and business units. Disparate legacy and acquired systems led to data inefficiencies, making it difficult to create accurate customer 'golden records'. Governance and regulatory compliance added further complexity. With data spread across 30 sources, Sanofi needed a scalable, cloud-compatible solution to integrate and govern its global data landscape in real time.

The solution

Sanofi implemented Semarchy xDM to centralize and govern customer data across its global operations. The approach focused on building a unified, trusted view of customer information to support compliance and digital transformation. Semarchy consolidated data from multiple sources into a single hub, enabling more consistent customer experience and operational efficiency. Sanofi improved data accuracy, eliminated redundancies, and ensured compliance. This positioned Sanofi for scalability, making Semarchy the foundation for data-driven transformation.

The outcome

By centralizing systems through Semarchy, Sanofi has transformed the way it manages data, reducing delivery costs and improving agility, scalability, and quality. With a single, trusted product master and unified customer insights, Sanofi has increased trust in its data. With its Multi-Channel Engagement Program now running on cleaner, smarter data, it has unlocked better cross-sell opportunities, simplified governance, and faster time to value. Sanofi is not only meeting today's demands but is well-positioned to scale and innovate for the future.

100+

COUNTRIES LEVERAGING A UNIFIED 360°VIEW

LOWERED TCO BY ELIMINATING DATA REDUNDANCIES

INCREASED ROI AND KYC

"We have a huge opportunity to add value across the enterprise and drastically lower costs, consolidating MDM at the same time."

DANNY ARANHA
HEAD OF CUSTOMER MDM
SANOFI

The challenge

This global pharmaceutical network is a multinational service provider enhancing connectivity between manufacturers and healthcare stakeholders. Supporting over 200 pharmaceutical and medical technology manufacturers and operating across 60+ entities, the organization faced major data challenges. Fragmented systems, inconsistent data, and governance issues led to high error rates, manual work, and limited visibility. This impacted decision-making and supply chain efficiency. Regulatory demands added complexity, prompting the need for a centralized, agile solution to unify data, streamline operations, and ensure compliance.

The solution

The global pharmaceutical network turned to Semarchy for a modern, agile MDM solution to eliminate manual processes, clean up inconsistent data, and gain fast supply chain insights. Semarchy stood out for its intuitive interface, rapid deployment, and seamless integration across complex systems. Prioritizing speed and simplicity, the network saw what used to take months now takes one week. Semarchy's flexible architecture and integration tools unified siloed systems for a reliable, real-time view of product movement.

The outcome

The global pharmaceutical network emerged stronger and more agile after implementing the Semarchy Data Platform. With clean, unified data, it significantly improved supply chain efficiency and product tracking across operations. Transaction errors dropped, reducing manual work and boosting confidence in decisions. Real-time access to consolidated data eliminated delays, enabling faster, smarter business decisions. Compliance efforts also improved by linking clinical, research, and product data for accurate forecasting and regulatory alignment.
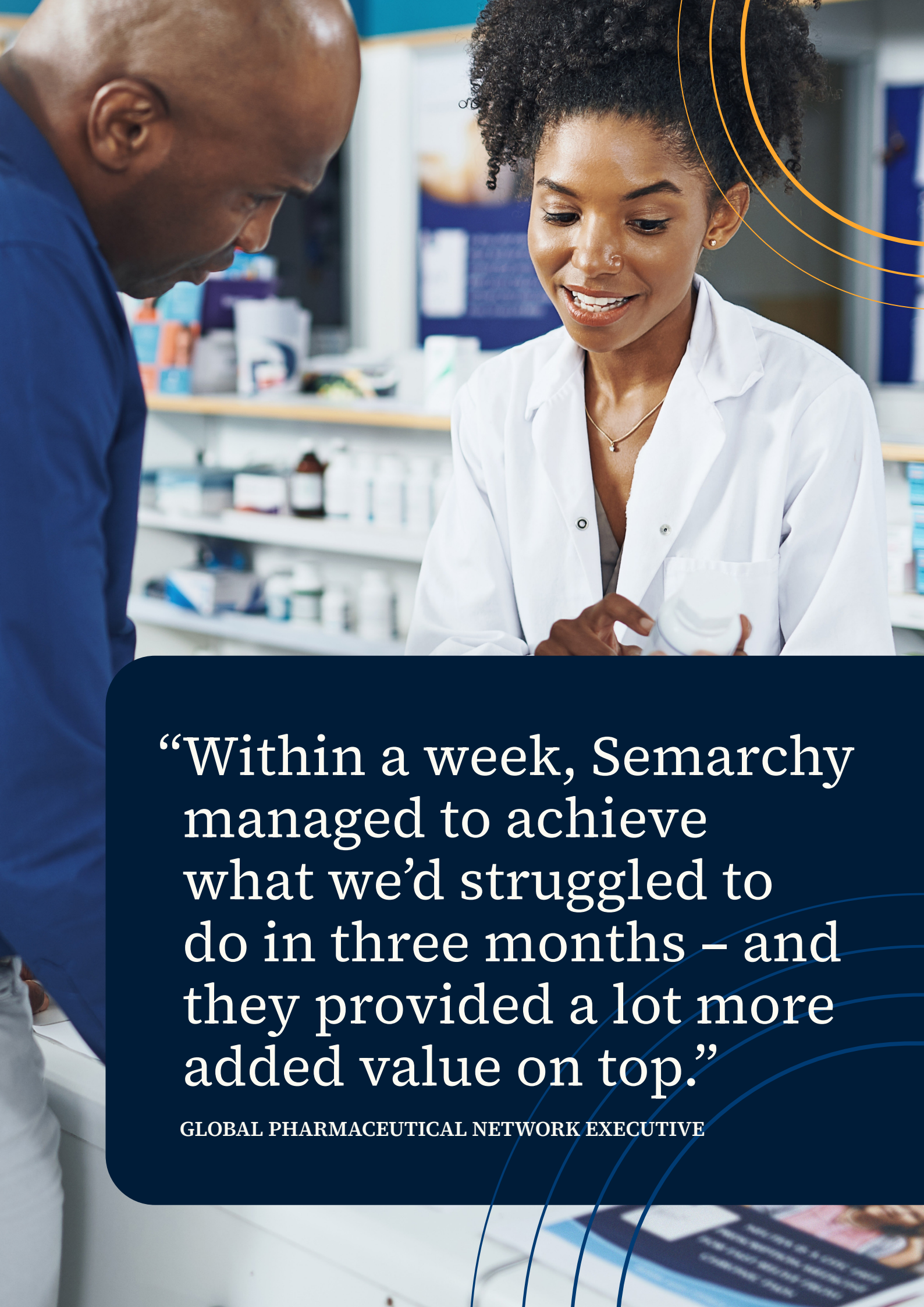
60+
INDEPENDENT COMPANIES
UNIFIED FOR A GLOBAL
DATA VIEW

IMPROVED
SUPPLY CHAIN
EFFICIENCY

SIGNIFICANT
IMPROVEMENTS
INSIDE ONE WEEK

"Within a week, Semarchy managed to achieve what we'd struggled to do in three months – and they provided a lot more added value on top."

GLOBAL PHARMACEUTICAL NETWORK EXECUTIVE

The challenge

UNIPHAR is a global healthcare services business supporting over 200 multinational pharmaceutical and medical technology manufacturers across Commercial & Clinical, Product Access, and Supply Chain & Retail divisions. With a team of more than 2,600 and operations spanning 160 countries, UNIPHAR is focused on improving patient access by strengthening connections between manufacturers and healthcare providers. Yet the business was challenged by fragmented data, inconsistent governance, and siloed business visibility. To unlock future growth, UNIPHAR needed a unified data strategy that could streamline operations and support agile expansion.

The solution

UNIPHAR turned to Semarchy, implementing a centralized, future-ready data management platform following a successful proof of concept. It consolidated fragmented customer and product data into a single, transparent repository—cleansing, standardizing, and streamlining processes. Teams gained mobile access to trusted data, secure third-party sharing, and improved efficiency through embedded workflows and approvals. Semarchy's scalable architecture and rapid value delivery made it the ideal fit offering low total cost of ownership and agility.

The outcome

UNIPHAR transformed data operations by implementing a centralized master data hub with Semarchy, boosting efficiency and reducing costs. Standardized processes, strong governance, and a unified data view eliminated spreadsheet sprawl and manual ERP updates—freeing teams to focus on quality and strategy. Semarchy's flexible, scalable architecture enabled rapid development, seamless integration, and broad data access. Built-in workflows and dashboards deliver clean, harmonized data for faster time to value and readiness for future growth.

16+
CENTRAL HUB
UNIFIES GLOBAL
SUBSIDIARIES

AUTOMATED
WORKFLOWS CUT
TIME AND COSTS

SCALABLE DATA MODEL
SUPPORTING FUTURE
ACQUISITIONS

"The Semarchy platform is designed to embrace change, allowing us to rapidly expand or evolve based on our business requirements."

**CHIEF ENTERPRISE ARCHITECT
UNIPHAR GROUP**